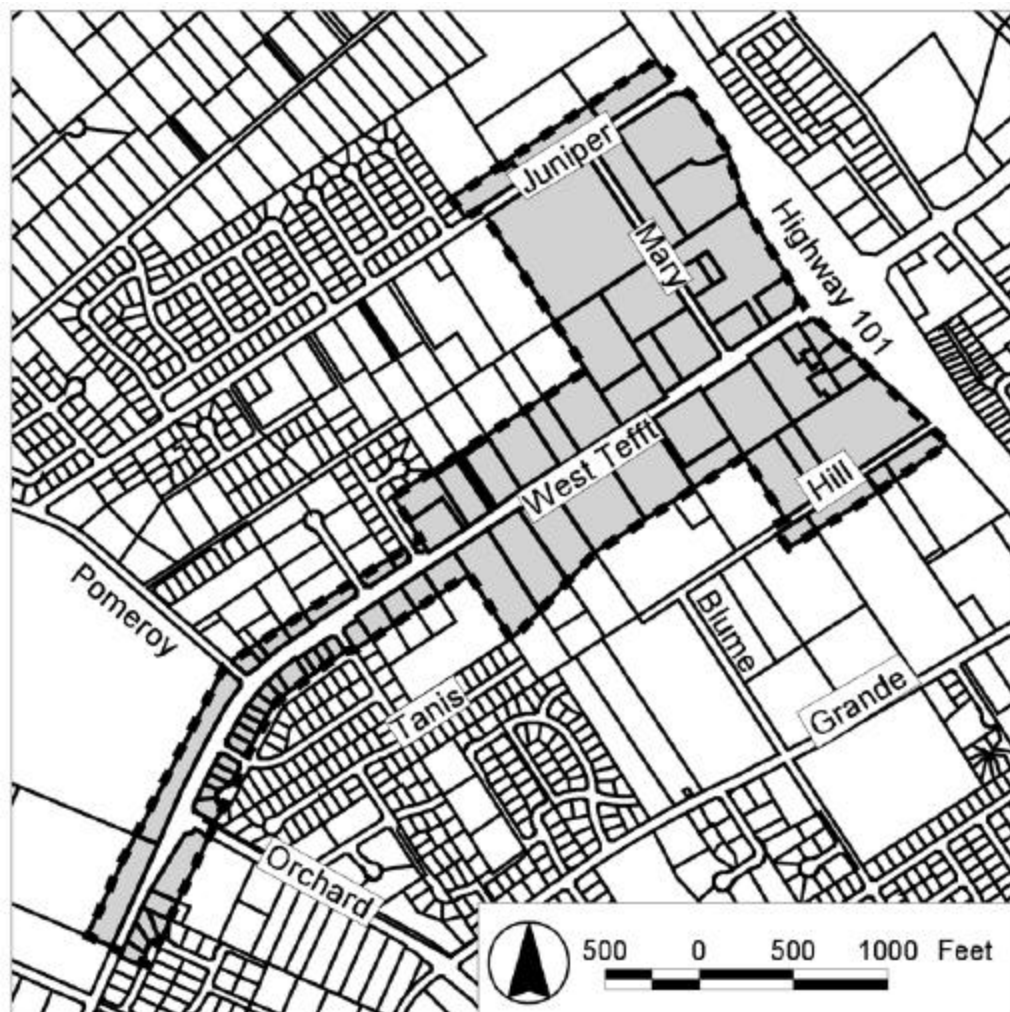


# 1. Introduction

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The West Tefft Corridor Design Plan addresses the design of new development along and near West Tefft Street between Highway 101 and Dana Elementary School, as shown in Figure 1-1. The West Tefft Corridor includes the Central Business District (CBD), designated by the South County Area Plan, west of Highway 101 and a narrow strip west of the CBD adjacent to West Tefft. The central concerns of the plan are to avoid the development of suburban shopping centers throughout the designated downtown, and to avoid street environments that are dangerous to pedestrians. The design plan gives guidance for the desired appearance and scale of streets, buildings and open spaces, which are to be achieved through the public review of new projects and their completion.



**Fig. 1-1** Design Plan Area

## Background

The idea of a design plan originated during the update of the South County Area Plan during the 1990s. At that time the commercial area west of Highway 101 was largely vacant and zoned for a future community-scale downtown. Specific concerns were expressed about the lack of guidance for development within the central business district (the downtown commercial area), and a program to prepare a design plan was approved with the plan update. Significant development did commence after the area plan was updated in 1994, including three large shopping centers.

In 2002, representatives of the Nipomo Community Advisory Council and interested residents approached the county about preparing a design plan. A process commenced with the authorization of the Board of Supervisors, beginning with a formation of a steering committee and a public workshop that was held on January 29, 2003. The planning process is further described in Appendix A.

## Preferences from Design Workshop



*Fig. 1-2 Design Workshop*

Participants in the first public workshop were asked to form into small groups to identify and discuss several features and issues that should be addressed in the design plan. Facilitators at each of fifteen groups made the comments and suggestions listed below. Based on these comments, the design plan contains appropriate development standards.

### Buildings:

1. Buildings should appear as two stories in height and be set back from the street to provide for wide sidewalks and landscaping (Figure 1-3).
2. A third story may be appropriate when it is set back from the lower façade, or if located within the interior of a site (Figure 1-5).



*Fig.1-3 Two-story building and wide sidewalk*

3. Architectural guidelines and standards should promote compatible design throughout the West Tefft Street area.

Preferred styles include:

- a. Early California (Figure 1-4)
- b. Mediterranean (Figure 1-5)
- c. Craftsman (Figure 1-6)



**Fig. 1-4** Early California style



**Fig. 1-5** Mediterranean style



**Fig. 1-6** Craftsman style

4. Mixed-use development with residences above or behind businesses should be encouraged.



**Fig. 1-7** Mixed use - residences above

### **Parking:**

1. Parking is preferred behind businesses with shared access
2. Off-site parking by means of common-use parking lot is encouraged.



**Fig. 1-8** Parking behind stores



## Transportation:

1. Medians on West Tefft Street
2. Park and Ride lots for commuters
3. Trolley to schools and throughout town
4. Horse Trail with hitching posts
5. Linkage across Highway 101
6. More feeder streets onto West Tefft Street and Highway 101



**Fig. 1-9** *Landscaped median*

## Sidewalks:

1. Connect with Olde Towne Nipomo.
2. Meander the design.
3. Need for landscaping
4. Need to be wide
5. Need to provide safe connections between buildings, commercial areas and recreation areas
7. Walkways, paseos and plazas should connect buildings.



**Fig. 1-10** *Wide sidewalk*



**Fig. 1-11** *Paseo between buildings*



**Fig. 1-12** *Meander sidewalk edge*

## Parks/Recreation:

1. The area should include central and pocket parks and gathering areas
2. Pedestrian walkway and horse trail
3. Include public restrooms
4. Connections between the parks

## Landscaping:

1. Along the sidewalks as a parkway or in planters
2. Between sidewalks and buildings
3. Need appropriate landscaping to soften or hide walls
4. Landscaping should be planted along sidewalks and between buildings



**Fig. 1-14** Landscaped sidewalk

## Identity:

1. Consistent lamppost design with that of Olde Towne – see example in Figure 1-15
2. Consistency with Olde Town Nipomo design
3. Continuity of architectural standards



**Fig. 1-16** Mini-plaza and hanging flowers



**Fig. 1-15** Lamppost

## ***Vision for the West Tefft Street Corridor***

*This vision statement is written from the perspective of a **future** date 10 years after plan adoption:*

**Since adoption of the West Tefft Design Plan ten years ago**, the area has developed with many retail, office and mixed-use buildings that cater primarily to the community of Nipomo and the surrounding area. As a central business district, it is unique in that it contains a pedestrian-friendly blend of larger retail stores for community shopping needs and smaller specialty shops that serve local residents and visitors, in keeping with the concepts for Nipomo in the South County Area Plan.

These commercial and residential projects are knit together by a series of open spaces and walkways to connect many properties and provide attractive ways to circulate within the downtown. These features supplement street sidewalks to make the area a very walkable place.

Shoppers have access to stores, restaurants and entertainment by walking along convenient and attractive sidewalks and paseos to rear parking areas. Automobile parking is not a predominant visual feature and buildings are located near the street. Also present are entertainment centers such as movie complexes that contribute to evening activity.

Mixed-use residential projects provide housing in the central core and add to the lively downtown area. Residential units are intermixed within many new commercial developments and provide convenient living for those who enjoy more urban settings, and for employees who benefit from a very short commute and affordable housing. These residential units are either located above or behind stores or offices. Often developed on small lots, they provide private outdoor space as well as common areas for social activities. They are laid out to provide safer and more secure living environments than typical projects.

On West Tefft Street, large volumes of traffic are separated from each other by a center median and from pedestrians by tree-lined parkways. Storefronts are located near the sidewalks and often include inviting features such as courtyards, benches and outdoor dining. The effect of this streetscape is that of a boulevard that accommodates vehicle travel and enjoyable pedestrian use.

On side streets such as Mary Avenue and Blume Street, specialty shopping, offices and dining occur in smaller-scale and more intimate environments that appeal to nearby residents. Pedestrians congregate at small plazas for special sales or musical events that are sponsored by the downtown Business Improvement District. The district also funds the upkeep of the streetscapes and periodically introduces new features such as banners or floral displays, to enliven the setting.

As a destination of residents throughout the region as well as tourists, the downtown helps define the South County in new ways, providing an urban center that capitalizes on the climate, regional shopping and recreation.

## ***Goals of the Design Plan***

The following goals and objectives for the design plan guide the planning process and set the overall desired outcomes to be achieved:

### **Mission Statement:**

*Build a sense of pride in the community of Nipomo by designing the West Tefft Corridor and surrounding area to be attractive and safe and to enhance a vital central business district.*

## **Goals:**

1. Design a West Tefft Street corridor that is attractive, safe and beautiful and set in motion the means to make it a reality.
2. Provide harmonious integration between the commercial area west of Highway 101 and the Olde Towne Nipomo district.
3. Provide and maintain a quality environment that will encourage retail and office establishments, smaller independent businesses and downtown residences.
4. Improve West Tefft Street traffic and circulation by controlling access and emphasizing alternative routes through the core area.
5. Create a pedestrian-friendly and vital business district by encouraging walking and making the downtown an exciting place to be.
6. Provide design guidance to ensure attractive and compatible new development that is consistent with the mission statement.

## **Objectives:**

- a. Establish gateway features to announce arrival into the Central Business District.
- b. Add a wide variety of landscape elements to soften the area.
- c. Create a distinctly different sense of place to be associated with the West Tefft Corridor than of Olde Towne.
- d. Encourage complementary architectural and streetscape elements and land uses that do not compete with Olde Towne.
- e. Encourage a mix of commercial and residential uses with a variety in heights and scale throughout the area.
- f. Develop a series of sidewalk and pedestrian amenities that encourage a more walkable community.
- g. Include walkways and paseos that provide linkages throughout the design plan area and between blocks.
- h. Require compatible and complementing architectural styles and colors to be used in all new development in the area.
- i. Ensure that all new projects are approved with the overall economic and social success of the downtown in mind at all times.

